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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

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WOMEN'S CLOTHING STORES

IN CANADA

1941



OTTAWA
1945

Price 25 cents



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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.), LL.D. (Tor.), F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch: A. C. Steedman, B.A.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1941

WOMEN'S CLOTHING STORES IN CANADA, 1941

This is one of a series of trade reports presenting a summary of the salient features of the retail trade in Canada as revealed in the final results of the Census of Merchandising and Service Establishments for 1941. The complete results of the retail merchandise trade section of the census are contained in Volume X of the 1941 Census Report. This bulletin gives a summary of the figures relating to the retail distribution of women's and children's clothing and accessories and the operations of women's specialty shops.

Retail Sales of Women's and Children's Clothing and Accessories

Retail sales of women's and children's apparel and accessories through all types of retail outlets are estimated at \$250,857,000 or 7.42 per cent of the total sales of all commodities sold through retail outlets in 1941. Ontario accounted for 41.52 per cent of the total figure while corresponding ratios for other provinces stand at 24.65 per cent for Quebec, 8.27 per cent for British Columbia, 7.66 per cent for Manitoba, 5.07 per cent for Alberta, 4.80 per cent for Saskatchewan, 4.34 per cent for Nova Scotia, 3.29 per cent for New Brunswick and 0.40 per cent for Prince Edward Island.

Retail sales figures on a commodity basis are difficult to secure since few firms maintain exact sales records of individual commodities. For this reason the commodity sales quoted above must be considered as the most accurate estimates available rather than exact figures. Furthermore it should be stated that the provincial distribution of clothing sales given in the preceding paragraph is based on the geographical distribution according to the province in which the business was transacted rather than the province in which that business originated. For example mail order house sales are attributed to the province in which the establishment is located. They are not distributed over the provinces from which that business was drawn.

Women's and children's clothing is sold in country general stores, department stores, general merchandise stores and variety stores, in addition to all other types of retail outlets specializing in the sale of clothing. Approximately 35 per cent of the total sale of women's and children's apparel was transacted by department stores. Chain stores accounted for 15 per cent of such sales while 50 per cent of women's clothing sales were made by independent outlets.

Sales of women's and misses' ready-to-wear outerwear amount to \$112,-994,300 or 45 per cent of the total retail sales of women's clothing. Sales for other commodities in the women's clothing group with corresponding ratios in brackets are as follows: women's and misses' underwear, \$38,544,100 (15 per cent); girls' and infants' wear, \$23,038,700 (9 per cent); millinery, \$15,931,400 (7 per cent); hosiery, \$35,902,400 (14 per cent); furs and fur goods, \$24,446,100 (10 per cent).

Women's Specialty Stores

Women's specialty stores operating in Canada in 1941 numbered 5,508 and these had total sales amounting to \$97,522,100. There were 1,951 male and 7,858 female full-time employees engaged in women's apparel and accessories stores with salaries and wages of \$8,989,300, while 535 male and 3,949 female part-time employees received \$1,290,900. The group consists of 2,457 stores with sales of \$59,879,800 specializing in the sale of women's ready-to-wear, 1,153 stores with sales of \$7,071,800 classified as millinery stores, 821 hosiery, lingerie and accessories stores with \$11,191,900 sales, 462 fur shops having sales of \$16,005,000, and 615 stores selling children's wear or miscellaneous articles of women's clothing with total sales of \$3,373,600.

When classified according to the volume of business transacted, there were 2,049 stores each of which had annual sales of less than \$5,000 in 1941. There were 98 stores each with annual sales of \$100,000 or more. In the intermediate size-of-business classifications, the largest group of stores were those with an annual turnover of merchandise ranging between \$20,000 and \$50,000. There were 1,020 stores which fell into this category while another 1,014 establishments each transacted business valued between \$10,000 and \$20,000.

The proportion which credit business formed of total sales was not reported for all stores. There were 3,949 stores who were able to separate their cash from their credit business and results for these stores indicated 20 per cent of women's and children's clothing bought on a credit basis. The percentage of business transacted through charge accounts was largest in fur shops and women's ready-to-wear stores, credit sales forming 46.5 per cent and 17.9 per cent respectively of the total business for those stores reporting their proportion of cash and credit sales. Installment sales was the predominating feature of credit buying in both these types of stores, sales on the time payment plan accounting for 81.8 per cent of the credit business transacted in fur shops and 55.1 per cent of the credit sales written in women's ready-to-wear stores.

Not all stores were able to report details concerning their operating expenses. Data were received from 1,836 women's ready-to-wear stores and these reported a total operating expense of 57.9 per cent of sales, comprised of 4.9 per cent as the imputed value of proprietors' services, 10.1 per cent for employees' wages, 4.2 per cent for rentals, and 8.7 per cent for other expenses. Operating expenses of 488 hosiery, lingerie and accessory stores averaged 28.1 per cent, with individual expense items as follows: proprietors' services, 8.6 per cent; employees' wages, 6.6 per cent; rentals, 5.0 per cent; other expenses, 7.9 per cent. There were 694 millinery stores which reported their operating expenses. The over-all operating expense of 45.2 per cent of sales was composed of 11.0 per cent for proprietors' services, 14.0 per cent for employees' wages, 9.9 per cent for rentals, and 10.3 per cent for other operating expenses. The 284 fur shops for which operating expense items are available reported proprietors' services as 4.8 per cent of sales, employees wages 14.7 per cent, rentals 3.1 per cent, other expenses 12.8 per cent, to give an average expense cost of 35.4 per cent of annual sales. The foregoing operating expense results are based on information received from independently operated stores.

Table 1.-Women's Apparel and Accessories Stores - Principal Statistics by Provinces, 1941.
(Includes all stores specializing in women's or children's wear)

	Canada(1)	Prince Edward Island	Nova Scotia
1. Number of stores	5,508	14	154
2. Total sales, 1941	\$ 97,522,100	179,000	2,645,000
3. Stocks on hand, end of year	\$ 20,103,100	39,100	536,300
Proprietors of Unincorporated Companies			
4. Number of male proprietors	2,001	5	60
5. Number of female proprietors	3,031	10	84
Employees and Wages			
Full-time employees			
6. Number of male	1,951	2	67
7. Number of female	7,858	12	185
8. Salaries and wages	\$ 8,989,300	10,000	227,100
Part-time employees			
9. Number of male	535	1	10
10. Number of female	3,949	6	90
11. Salaries and wages	\$ 1,290,900	1,400	23,500
Stores Classified by Size of Business			
Annual Sales			
12. Less than \$5,000 Number of stores	2,049	6	58
13. Total sales	\$ 4,454,900	12,400	124,000
14. \$ 5,000 - \$ 9,999 Number of stores	991	1	37
15. Total sales	\$ 7,165,600	(x)	262,100
16. \$10,000 - \$19,999 Number of stores	1,014	3	24
17. Total sales	\$ 14,579,800	(x)	(x)
18. \$20,000 - \$49,999 Number of stores	1,020	4	18
19. Total sales	\$ 31,163,200	118,400	524,300
20. \$50,000 - \$99,999 Number of stores	336	-	13
21. Total sales	\$ 22,753,400	-	869,800
22. \$100,000 and over Number of stores	98	-	4
23. Total sales	\$ 17,405,200	-	(x)
Stores Classified by Type of Operation			
24. Independent stores Number	5,153	13	151
25. Sales, Amount	\$ 84,416,900	(x)	(x)
26. Per cent of total	86.6	(x)	(x)
27. Chain stores Number	327	1	3
28. Sales, Amount	\$ 12,899,400	(x)	(x)
29. Per cent of total	13.2	(x)	(x)
30. Other types of operation Number	28	-	-
31. Sales, Amount	\$ 205,800	-	-
32. Per cent of total	0.2	-	-
Credit Business, Accounts Receivable			
33. Number of stores reporting all cash or proportion of cash and credit sales	3,949	11	111
34. Total sales of such stores	\$ 83,253,700	173,700	2,255,700
35. Credit sales of such stores Amount	\$ 16,281,000	44,700	557,600
36. Per cent of total sales for stores reporting ..	19.6	25.7	24.7
37. Instalment sales reported (included in credit) ..	\$ 10,373,600	3,800	323,000
38. Year-end accounts receivable	\$ 6,345,300	17,200	270,900

Table 1.-Women's Apparel and Accessories Stores - Principal Statistics by Provinces, 1941
(Includes all stores specializing in women's or children's wear)

New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	
131	1,954	2,151	205	144	205	547	1
2,270,300	27,851,200	42,939,600	4,248,300	2,597,600	4,501,800	10,279,900	2
425,600	6,363,100	8,120,700	823,600	553,900	913,700	2,324,700	3
42	647	874	89	52	63	168	4
70	1,187	1,066	85	62	117	348	5
58	691	708	125	57	61	182	6
206	2,437	3,227	386	232	349	824	7
203,400	2,742,900	3,603,200	503,900	280,800	400,700	1,017,300	8
9	184	229	42	11	19	30	9
72	1,155	1,773	190	92	170	401	10
15,000	391,800	590,800	55,200	29,300	54,100	129,800	11
52	890	631	66	51	73	219	12
113,700	1,840,100	1,455,400	161,200	93,600	146,100	499,000	13
23	329	391	32	23	39	116	14
(x)	2,396,900	2,814,500	241,800	165,400	306,800	810,400	15
21	312	462	41	29	32	90	16
304,200	4,542,200	6,612,700	566,000	412,100	461,400	1,298,600	17
26	310	473	51	25	38	75	18
818,200	9,472,500	14,295,400	1,565,000	811,500	1,335,700	2,222,200	19
7	85	158	8	15	17	33	20
(x)	5,738,500	10,694,700	630,100	(x)	1,171,500	2,156,400	21
2	28	36	7	1	6	14	22
(x)	3,861,000	7,066,900	1,084,200	(x)	1,080,300	3,293,300	23
128	1,845	1,980	193	132	189	519	24
2,109,500	24,308,700	36,757,700	3,549,500	2,225,300	3,881,000	8,912,300	25
92.9	87.3	85.6	83.6	85.7	86.2	86.7	26
3	100	160	11	11	13	25	27
160,800	3,514,700	6,082,400	698,200	369,100	580,200	1,333,500	28
7.1	12.6	14.2	16.4	14.2	12.9	13.0	29
-	9	11	1	1	3	3	30
-	27,800	99,500	600	13,200	40,600	34,100	31
-	0.1	0.2	(2)	0.1	0.9	0.3	32
86	1,194	1,731	155	105	156	398	33
1,869,600	22,172,600	38,482,700	3,734,000	2,264,000	4,084,700	8,209,800	34
472,800	3,340,600	7,998,100	799,200	398,400	1,064,200	1,605,200	35
25.3	15.1	20.8	21.4	17.6	26.1	19.6	36
121,500	2,350,700	5,150,500	400,800	128,300	564,400	1,330,600	37
221,600	1,884,700	2,645,600	332,800	132,100	242,100	598,300	38

(1) Includes Yukon and Northwest Territories. (2) Less than 0.01 per cent.

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 2.-Women's Apparel and Accessories Stores-Number of Stores and Value of Sales for Stores Located in Places of 10,000 Population and Over
(Includes all stores specializing in women's or children's wear)

City or Town	Population 1941	Number of Stores	Total Sales
			\$
Belleville	15,710	15	470,000
Brandon	17,383	16	515,800
Brantford	31,948	32	964,400
Brockville	11,342	10	182,400
Calgary	88,904	64	1,892,700
Cap-de-la-Madeleine	11,961	-	-
Charlottetown	14,821	10	173,100
Chatham	17,369	16	597,200
Chicoutimi	16,040	4	24,000
Cornwall	14,117	20	466,600
Dartmouth	10,847	4	45,700
Drummondville	10,555	20	142,400
Edmonton	93,817	40	1,392,900
Fort William	30,585	11	400,100
Forest Hill	11,757	2	(x)
Fredericton	10,062	13	278,500
Galt	15,346	21	348,600
Glace Bay	25,147	10	107,500
Granby	14,197	14	83,600
Guelph	23,273	30	693,500
Halifax	70,488	34	1,096,600
Hamilton	166,337	115	3,572,900
Hull	32,947	10	84,100
Joliette	12,749	16	190,400
Jonquière	13,769	5	109,500
Kingston	30,126	23	724,600
Kitchener	35,657	44	1,065,400
Lachine	20,051	10	92,200
Lethbridge	14,612	16	454,900
Lévis	11,991	8	46,400
London	78,264	81	2,152,200
Medicine Hat	10,571	8	208,700
Moncton	22,763	17	451,800
Montreal	903,007	974	18,573,200
Moose Jaw	20,753	7	132,100
New Westminster	21,967	23	645,000
Niagara Falls	20,589	21	455,000
North Bay	15,599	9	249,400
Oshawa	26,813	17	544,500
Ottawa	154,951	95	3,729,600
Outremont	30,751	10	131,100
Owen Sound	14,002	12	276,500
Pembroke	11,159	4	181,500
Peterborough	25,350	26	600,100
Port Arthur	24,426	9	212,700
Prince Albert	12,508	7	136,600
Quebec	150,757	134	2,490,400
Regina	58,245	32	1,170,400

Table 2.-Women's Apparel and Accessories Stores-Number of Stores and Value of Sales for Stores Located in Places of 10,000 Population and Over - (Concl'd)
(Includes all stores specializing in women's or children's wear)

City or Town	Population 1941	Number of Stores	Total Sales \$
St. Boniface	18,157	3	18,500
St. Catharines	30,275	37	1,035,100
St. Hyacinthe	17,798	19	276,300
St. Jean	13,646	24	292,900
St. Jérôme	11,329	12	71,000
Saint John	51,741	38	1,084,200
St. Thomas	17,132	18	336,000
Sarnia	18,734	23	366,700
Saskatoon	43,027	37	794,600
Sault Ste. Marie	25,794	22	330,700
Shawinigan Falls	20,325	10	161,900
Sherbrooke	35,965	37	739,600
Sorel	12,251	13	92,500
Stratford	17,038	14	315,800
Sudbury	32,203	19	645,200
Sydney	28,305	10	244,400
Thetford Mines	12,716	7	98,200
Timmins	28,790	14	352,200
Toronto	667,457	892	14,995,100
Trois Rivières	42,007	35	446,100
Truro	10,272	9	250,300
Valleyfield	17,052	18	230,700
Vancouver	275,353	321	6,384,000
Verdun	67,349	60	876,300
Victoria	44,068	58	1,529,000
Welland	12,500	9	269,000
Westmount	26,047	14	271,600
Windsor, Ontario	105,311	57	1,725,200
Winnipeg	221,960	154	3,332,900
Woodstock	12,461	11	271,400

An (x) indicates that figures are withheld to avoid disclosing the results of individual firms

Table 3A.-Women's Ready-to-wear Stores-Operating Expenses for Owned and Rented Independent Stores Classified by Size of Business, 1941.

Annual Sales	Number of Stores Reporting	Sales of Stores Reporting	Operating expenses, per cent of sales				
			Total	Proprietors' Services (Estimated)	Employees' Wages	Rentals	Other Expenses
Total, all stores	1,836	\$48,202,500	27.9	4.9	10.1	4.2	8.7
Owned	230	5,230,200	27.0	5.5	9.8	-	11.7
Rented	1,606	42,972,300	27.9	4.8	10.1	4.7	8.3
Less than \$2,000	97	129,800	61.0	28.6	4.3	11.7	16.4
Owned	26	32,600	46.3	29.4	0.3	-	16.6
Rented	71	97,200	65.9	28.3	5.7	15.6	16.4
\$2,000 - 4,999	212	725,700	40.2	15.7	4.1	6.8	13.6
Owned	54	165,500	43.3	19.0	3.4	-	20.8
Rented	158	560,200	39.3	14.7	4.3	8.8	11.5
\$5,000 - 9,999	290	2,117,900	34.0	13.8	5.0	5.9	9.2
Owned	42	299,000	31.2	14.0	4.3	-	12.9
Rented	248	1,818,900	34.5	13.8	5.2	6.9	8.6
\$10,000 - 19,999	461	6,792,300	28.4	8.5	7.2	4.9	7.8
Owned	51	716,200	23.6	9.5	5.3	-	8.8
Rented	410	6,076,100	28.9	8.3	7.4	5.5	7.7
\$20,000 - 29,999	289	7,085,600	27.5	6.0	8.5	4.5	8.4
Owned	20	490,200	25.7	7.3	7.1	-	11.3
Rented	269	6,595,400	27.6	5.9	8.6	4.8	8.2
\$30,000 - 49,999	257	9,675,000	26.5	4.8	9.6	4.2	7.8
Owned	16	574,500	22.9	8.5	5.9	-	8.4
Rented	241	9,100,500	26.7	4.6	9.8	4.5	7.8
\$50,000 - 99,999	190	12,801,900	25.5	3.0	10.8	3.7	8.0
Owned	19	1,316,900	23.0	3.5	9.6	-	9.9
Rented	171	11,485,000	25.8	3.0	10.9	4.1	7.8
\$100,000 and over	42	8,874,300	29.6	0.7	15.0	3.2	10.7
Owned	4	1,635,300	30.8	0.4	16.0	-	14.3
Rented	38	7,239,000	29.3	0.7	14.7	3.9	9.9

Table 3B.-Hosiery, Lingerie and Accessories Stores-Operating Expenses for Owned and Rented Independent Stores Classified by Size of Business, 1941

Annual Sales	Number of Stores Reporting	Sales of Stores Reporting	Operating expenses, per cent of sales				
			Total	Proprietors' Services (Estimated)	Employees' Wages	Rentals	Other Expenses
Total, all stores	488	\$ 5,451,100	28.1	8.6	6.6	5.0	7.9
Owned	65	341,700	26.2	12.6	3.0	-	10.6
Rented	423	5,109,400	28.3	8.3	6.9	5.3	7.8
Less than \$2,000	82	101,800	60.6	27.3	2.3	12.4	18.7
Owned	29	30,800	54.2	29.2	1.9	-	23.1
Rented	53	71,000	63.4	26.5	2.4	17.7	16.8
\$2,000 - 4,999	107	354,400	35.9	15.3	2.7	8.7	9.1
Owned	6	17,400	31.0	16.7	0.6	-	13.8
Rented	101	337,000	36.2	15.3	2.9	9.2	8.9
\$5,000 - 9,999	116	855,700	30.6	13.3	3.4	5.6	8.3
Owned	20	147,400	23.9	11.1	3.1	-	9.7
Rented	96	708,300	32.0	13.8	3.5	6.7	8.0
\$10,000 - 19,999	101	1,432,000	28.9	9.2	6.4	4.8	8.5
Owned	8	103,200	22.8	11.2	2.5	-	9.0
Rented	93	1,328,800	29.4	9.1	6.7	5.1	8.5
\$20,000 - 29,999	44	1,014,300	24.2	6.9	6.8	4.2	6.2
Owned	2	42,900	19.6	7.5	5.1	-	7.0
Rented	42	971,400	24.4	6.9	6.9	4.4	6.2
\$30,000 - 49,999	29	1,088,900	24.2	5.4	7.4	4.1	7.3
Owned	-	-	-	-	-	-	-
Rented	29	1,088,900	24.2	5.4	7.4	4.1	7.3
\$50,000 - 99,999	8	(x)	(x)	(x)	(x)	(x)	(x)
Owned	-	-	-	-	-	-	-
Rented	8	(x)	(x)	(x)	(x)	(x)	(x)
\$100,000 and over	1	(x)	(x)	(x)	(x)	(x)	(x)
Owned	-	-	-	-	-	-	-
Rented	1	(x)	(x)	(x)	(x)	(x)	(x)

AN (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 3C.-Millinery Stores-Operating Expenses for Owned and Rented Independent Stores Classified by Size of Business, 1941

Annual Sales	Number of Stores Reporting	Sales of Stores Reporting	Operating expenses, per cent of sales				
			Total	Proprietors' Services (Estimated)	Employees' Wages	Rentals	Other Expenses
Total, all stores	694	\$ 4,926,400	45.2	11.0	14.0	9.9	10.3
Owned	66	298,900	42.3	15.2	10.9	-	16.2
Rented	628	4,627,500	45.4	10.7	14.2	10.6	9.9
Less than \$2,000	144	183,400	66.4	26.2	3.9	17.3	18.9
Owned	24	23,900	72.4	31.8	4.2	-	36.4
Rented	120	159,500	65.5	25.4	3.9	19.9	16.3
\$2,000 - 4,999	222	730,500	48.5	15.9	8.0	12.6	12.0
Owned	20	58,800	45.6	23.0	5.8	-	16.8
Rented	202	671,700	48.8	15.3	8.1	13.7	11.6
\$5,000 - 9,999	181	1,296,900	44.3	12.1	12.7	9.4	10.1
Owned	15	108,500	34.9	12.6	8.7	-	13.6
Rented	166	1,188,400	45.1	12.0	13.1	10.3	9.7
\$10,000 - 19,999	108	1,482,800	44.2	10.1	15.5	9.0	9.6
Owned	6	83,600	42.8	10.2	19.4	-	13.3
Rented	102	1,399,200	44.3	10.1	15.3	9.5	9.4
\$20,000 - 29,999	25	605,500	43.2	7.7	16.3	9.8	9.4
Owned	1	24,100	36.5	9.1	10.8	-	16.6
Rented	24	581,400	43.5	7.7	16.5	10.2	9.2
\$30,000 - 49,999	11	414,700	41.8	3.6	19.0	8.9	10.3
Owned	-	-	-	-	-	-	-
Rented	11	414,700	41.8	3.6	19.0	8.9	10.3
\$50,000 - 99,999	2	(x)	(x)	(x)	(x)	(x)	(x)
Owned	-	-	-	-	-	-	-
Rented	2	(x)	(x)	(x)	(x)	(x)	(x)
\$100,000 and over	1	(x)	(x)	(x)	(x)	(x)	(x)
Owned	-	-	-	-	-	-	-
Rented	1	(x)	(x)	(x)	(x)	(x)	(x)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Table 3D Furriers Operating Expenses for Owned and Rented Independent Stores
Classified by Size of Business, 1941

Annual Sales	Number of Stores Reporting	Sales of Stores Reporting	Operating expenses, per cent of sales				
			Total	Proprie- tors' Services (Estimated)	Employ- ees' Wages	Rentals	Other Expenses
Total, all stores	284	\$ 10,876,700	35.4	4.8	14.7	3.1	12.8
Owned	50	1,629,200	34.0	4.6	15.3	-	14.1
Rented	234	9,247,500	35.5	4.8	14.6	3.6	12.5
Less than \$2,000	11	14,900	61.1	26.8	6.0	6.7	21.5
Owned	6	8,200	58.5	26.8	8.5	-	23.2
Rented	5	6,700	64.2	26.9	3.0	14.9	19.4
\$2,000 - 4,999	16	58,100	46.2	14.6	5.3	9.9	16.3
Owned	2	6,200	30.6	17.7	4.8	-	8.1
Rented	14	51,900	48.2	14.3	5.4	11.2	17.3
\$5,000 - 9,999	37	279,100	46.2	18.5	7.2	5.1	15.5
Owned	8	53,600	44.6	19.8	4.5	-	20.3
Rented	29	225,500	46.6	18.2	7.8	6.3	14.4
\$10,000 - 19,999	61	899,900	40.9	10.9	12.7	4.4	12.9
Owned	10	151,400	41.7	10.5	13.1	-	18.1
Rented	51	748,500	40.7	11.0	12.6	5.3	11.9
\$20,000 - 29,999	60	1,440,500	38.0	7.1	13.9	4.0	13.0
Owned	9	197,800	40.1	8.9	11.2	-	20.0
Rented	51	1,242,700	37.7	6.8	14.3	4.7	11.9
\$30,000 - 49,999	31	1,168,100	36.8	6.5	14.1	3.7	12.6
Owned	-	-	-	-	-	-	-
Rented	31	1,168,100	36.8	6.5	14.1	3.7	12.6
\$50,000 - 99,999	46	3,179,500	32.9	3.4	15.8	2.5	11.2
Owned	12	882,000	30.8	2.6	17.2	-	11.0
Rented	34	2,297,500	33.8	3.7	15.3	3.5	11.3
\$100,000 and over	22	3,836,600	33.4	1.8	15.5	2.4	13.7
Owned	3	330,000	33.1	1.5	15.8	-	15.8
Rented	19	3,506,600	33.4	1.9	15.5	2.6	13.5

Table 4.-Estimated Sales of Women's, Misses' and Children's Clothing Through All Types of Retail Stores, by Provinces, 1941.

Commodity	Clothing Women's, Misses' and Children's, Total	Women's and misses' ready- to-wear outerwear	Women's and misses' underwear	Girls' and infants' wear	Millinery	Hosiery	Furs and fur goods
CANADA (1)	250,857,000	112,994,300	38,544,100	23,038,700	15,931,400	35,902,400	24,446,100
Prince Edward Island	1,008,000	533,300	110,500	77,200	89,300	134,500	63,200
Nova Scotia	10,881,900	4,706,600	1,702,700	1,185,200	634,800	1,828,100	824,500
New Brunswick	8,248,800	3,512,700	1,311,900	1,132,700	564,700	1,208,400	518,400
Quebec	61,831,500	25,891,700	9,682,400	4,717,000	4,309,800	8,387,000	8,843,600
Ontario	104,144,900	48,434,000	15,209,500	10,000,300	6,881,400	14,722,700	8,897,000
Manitoba	19,223,300	7,836,200	3,560,500	2,421,200	993,000	2,693,700	1,718,700
Saskatchewan	12,040,700	5,477,700	1,963,100	1,120,400	615,900	1,924,500	939,100
Alberta	12,729,700	6,027,100	2,058,300	986,600	635,400	2,018,700	1,003,600
British Columbia	20,566,500	10,482,400	2,893,500	1,386,900	1,203,100	2,964,100	1,636,500

(1) Includes Yukon and Northwest Territories.

Table 5.-Estimated Sales of Men's and Boys' Clothing and Furnishings by Kinds of Business for Canada and the Economic Divisions, 1941.

Commodity and Kind of Business	Canada (1)		Maritime Provinces		Quebec	
	Amount \$	Per cent	amount	Per cent	Amount \$	Per cent
Clothing and furnishings, men's and boys'						
Custom tailoring and made-to-measure clothing	29,236,100	100.00	1,679,700	100.00	8,214,800	100.00
Country general stores	882,500	3.02	55,600	3.19	197,200	2.40
Department stores and mail order houses or offices	2,116,600	7.24	156,400	9.31	468,300	5.70
General merchandise and dry goods stores	331,800	1.13	25,200	1.50	137,500	1.67
Men's clothing or clothing and furnishings stores	6,706,600	22.94	403,700	24.04	1,531,500	18.65
Men's furnishings stores	247,400	0.85	13,600	0.81	110,900	1.35
Custom tailors and made-to-measure clothing	16,581,500	56.72	951,900	56.67	4,987,500	60.72
Family clothing stores	2,345,500	8.02	75,300	4.48	757,700	9.22
Furriers - fur shops	24,200	0.08	-	-	24,200	0.29
Men's and boys' ready-made clothing	47,412,300	100.00	4,115,800	100.00	13,630,600	100.00
Country general stores	2,064,600	4.35	107,100	2.60	788,600	5.79
Department stores and mail order houses or offices	13,596,000	28.68	953,100	23.16	3,453,900	25.34
General merchandise and dry goods stores	1,126,400	2.38	84,200	2.05	573,100	4.20
Men's clothing or clothing and furnishings stores	19,852,800	41.87	1,802,900	43.80	4,920,400	36.10
Men's furnishings stores	291,000	0.61	13,600	0.33	178,100	1.31
Custom tailors and made-to-measure clothing	732,600	1.55	-	-	134,800	0.99
Family clothing stores	9,473,900	19.98	1,143,300	27.78	3,510,500	25.75
Women's ready-to-wear stores	91,600	0.19	11,600	0.28	51,300	0.38
Fur trading posts	183,400	0.39	-	-	19,900	0.14
Men's and boys' furnishings	74,841,400	100.00	6,686,400	100.00	17,536,300	100.00
Country general stores	8,183,700	10.93	830,000	12.41	1,823,800	10.40
Department stores and mail order houses or offices	23,601,500	31.54	1,807,600	27.03	3,688,100	21.03
General merchandise and dry goods stores	2,686,400	3.59	252,600	3.78	1,214,900	6.93
Variety stores	4,274,700	5.71	726,000	10.86	1,088,800	6.21
Men's clothing or clothing and furnishings stores	17,683,700	23.63	1,819,500	27.21	3,421,400	19.51

Table 5.-Estimated Sales of Women's, Misses' and Children's Clothing by Kinds of Business for Canada and the Economic Divisions, 1941.

Commodity	Canada (1)		Maritime Provinces		Quebec	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
Women's and misses' ready-to-wear outerwear	\$ 112,994,300	100.00	\$ 8,752,600	100.00	\$ 25,891,700	100.00
Country general stores	3,929,400	3.48	160,700	1.84	690,100	2.67
Department stores and mail order houses or offices	35,052,500	31.02	2,996,500	34.24	5,502,800	21.25
General merchandise and dry goods stores	4,267,500	3.78	244,200	2.79	1,077,300	4.16
Variety stores	4,739,400	4.20	714,600	8.16	1,791,900	6.92
Men's clothing or clothing and furnishings stores	80,600	0.07	16,600	0.19	32,600	0.13
Men's furnishings stores	3,300	(2)	-	-	-	-
Custom tailors and made-to-measure clothing	181,500	0.16	-	-	95,500	0.37
Family clothing stores	17,271,300	15.29	1,955,800	22.34	5,051,100	19.51
Women's ready-to-wear stores	43,980,700	38.92	2,598,700	29.69	10,293,100	39.75
Hosiery, lingerie and accessories stores	1,569,200	1.39	13,600	0.16	669,000	2.58
Millinery stores	13,800	0.01	-	-	11,000	0.04
Furriers - fur shops	433,700	0.38	21,900	0.25	224,100	0.87
Infants' and children's wear stores	27,100	0.02	-	-	-	-
Other women's apparel stores	1,297,000	1.15	28,200	0.32	414,000	1.60
Sporting goods stores	45,900	0.04	1,800	0.02	27,800	0.11
Fur trading posts	101,400	0.09	-	-	11,400	0.04
Women's and misses' underwear	38,544,100	100.00	3,125,100	100.00	9,682,400	100.00
Country general stores	1,796,200	4.66	133,800	4.28	394,300	4.07
Department stores and mail order houses or offices	16,942,500	43.96	1,356,500	43.41	2,810,000	29.02
General merchandise and dry goods stores	2,571,000	6.67	151,500	4.85	664,700	6.87
Variety stores	4,061,600	10.54	737,300	23.59	998,000	10.31
Family clothing stores	4,150,100	10.77	323,400	10.35	1,818,400	18.78
Women's ready-to-wear stores	4,735,400	12.29	389,000	12.45	922,900	9.53
Hosiery, lingerie and accessories stores	4,118,300	10.68	33,600	1.07	2,038,600	21.05
Millinery stores	5,600	0.01	-	-	-	-
Furriers - fur shops	50,200	0.13	-	-	24,200	0.25
Infants' and children's wear stores	12,100	0.03	-	-	-	-
Fur trading posts	101,100	0.26	-	-	11,300	0.12

Table 5.-Estimated Sales of Women's, Misses' and Children's Clothing by Kinds of Business for Canada and the Economic Divisions, 1941. - (Cont'd)

Commodity and kind of Business	Canada (1)		Maritime Provinces		Quebec	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
Girls' and infants' wear	\$ 23,038,700	100.00	\$ 2,395,100	100.00	\$ 4,717,000	100.00
Country general stores	1,019,800	4.43	53,600	2.24	147,900	3.13
Department stores and mail order houses or offices	12,743,900	55.31	1,347,900	56.28	1,990,400	42.20
General merchandise and dry goods stores	929,600	4.03	75,700	3.16	229,200	4.86
Variety stores	3,412,300	14.81	544,500	22.73	816,600	17.31
Family clothing stores	2,063,900	8.96	218,100	9.11	858,700	18.20
Women's ready-to-wear stores	1,159,800	5.03	120,600	5.03	76,900	1.63
Hosiery lingerie and accessories stores	254,600	1.11	2,700	0.11	210,700	4.47
Millinery stores	22,200	0.10	-	-	2,800	0.06
Infants' and children's wear stores	1,391,300	6.04	30,900	1.29	383,800	8.14
Other women's apparel stores	41,300	0.18	1,100	0.05	-	-
Millinery	15,931,400	100.00	1,288,800	100.00	4,309,800	100.00
Country general stores	266,400	1.67	-	-	49,300	1.14
Department stores and mail order houses or offices	4,648,500	29.18	452,900	35.14	761,000	17.66
General merchandise and dry goods stores	385,100	2.42	25,200	1.96	68,800	1.60
Variety stores	1,219,500	7.65	181,500	14.08	362,900	8.42
Family clothing stores	1,030,700	6.47	52,700	4.09	252,600	5.86
Women's ready-to-wear stores	1,516,900	9.52	268,400	20.82	141,000	3.27
Hosiery, lingerie and accessories stores	15,300	0.10	-	-	10,500	0.24
Millinery stores	6,773,700	42.52	308,100	23.91	2,639,500	61.25
Furriers - fur shops	69,700	0.44	-	-	24,200	0.56
Infants' and children's wear stores	5,600	0.03	-	-	-	-
Hosiery	35,902,400	100.00	3,171,000	100.00	8,387,000	100.00
Country general stores	2,267,500	6.31	187,400	5.91	345,000	4.11
Department stores and mail order houses or offices	12,808,500	35.68	927,500	29.25	2,048,900	24.43
General merchandise and dry goods stores	2,492,400	6.94	176,800	5.58	687,700	8.20
Variety stores	6,846,600	19.07	1,191,100	37.36	1,678,500	20.01
Family clothing stores	3,695,400	10.29	293,300	9.23	1,369,000	16.56

Table 5 - Estimated Sales of Women's Misses' and Children's Clothing by Kind of Establishments for Canada and the Economic Divisions, 1941. (Cont'd)

Commodity and kind of business	Canada		Atlantic Provinces		Quebec	
	Amount \$	Per cent	Amount \$	Per cent	Amount \$	Per cent
Hosiery - (Concl'd.)						
Women's ready-to-wear stores	3,811,900	10.52	256,800	8.10	666,600	7.95
Hosiery, lingerie and accessories stores	3,491,600	9.73	27,200	0.86	1,522,400	18.15
Millinery stores	18,400	0.05	-	-	-	-
Furriers - fur shops	19,100	0.05	-	-	6,100	0.07
Infants' and children's wear stores	13,500	0.04	-	-	-	-
Other women's apparel stores	31,000	0.09	700	0.02	7,100	0.09
Women's shoe stores	31,700	0.09	-	-	35,700	0.43
Family shoe stores	374,800	1.04	110,200	3.47	-	-
Furs and fur goods	24,446,100	170.60	1,406,100	100.00	8,843,600	100.00
Department stores and mail order houses or offices	5,139,400	21.02	315,600	22.44	1,580,600	17.87
General merchandise and dry goods stores	184,900	0.76	8,400	0.60	68,800	0.78
Family clothing stores	2,946,600	16.14	346,000	24.51	1,717,400	19.42
Women's ready-to-wear stores	1,656,800	6.78	112,900	8.03	294,800	3.33
Millinery stores	22,000	0.09	-	-	22,000	0.25
Furriers - fur shops	13,421,300	54.90	621,600	44.20	5,130,000	58.01
Other women's apparel stores	75,700	0.31	1,700	0.12	30,000	0.34

(1) Includes Yukon and Northwest Territories.

(2) Less than 0.01 per cent.

Table 5 - Estimated Sales of Women's, Misses' and Children's Clothing by Kinds of Business for Canada
and the Economic Divisions, 1941 - (Cont'd)

Commodity and Kind of Business	Ontario		Prairie Provinces		British Columbia	
	Amount \$	Per cent	Amount \$	Per cent	Amount \$	Per cent
Women's and Misses' ready-to-wear outerwear	48,434,000	100.00	19,341,000	100.00	10,482,400	100.00
Country general stores	664,100	1.37	2,147,800	11.11	224,800	2.14
Department stores and mail order houses or offices	16,514,400	34.10	7,109,800	36.76	2,929,000	27.94
General merchandise and dry goods stores	2,128,900	4.40	626,600	3.24	182,700	1.74
Variety stores	1,841,200	3.80	350,300	1.81	41,400	0.40
Men's clothing or clothing and furnishings stores	24,800	0.05	6,600	0.03	-	-
Men's furnishings stores	3,300	0.01	-	-	-	-
Custom tailors and made-to-measure clothing	25,000	0.05	17,200	0.09	43,800	0.42
Family clothing stores	5,965,600	12.32	3,147,500	16.27	1,146,200	10.94
Women's ready-to-wear stores	19,758,000	40.79	5,714,500	29.55	5,612,000	53.54
Hosiery, lingerie and accessories stores	817,300	1.69	61,900	0.32	7,000	0.07
Millinery stores	2,800	0.01	-	-	-	-
Furriers - fur shops	142,900	0.29	44,800	0.23	-	-
Infants' and children's wear stores	16,100	0.03	-	-	11,000	0.10
Other women's apparel stores	509,300	1.05	78,900	0.41	266,600	2.54
Sporting goods stores	2,900	0.01	4,100	0.02	9,300	0.09
Fur trading posts	17,400	0.03	31,000	0.16	8,600	0.08
Women's and Misses' underwear	15,209,500	100.00	7,581,900	100.00	2,893,500	100.00
Country general stores	354,200	2.33	803,100	10.59	96,300	3.33
Department stores and mail order houses or offices	7,120,900	46.82	4,456,900	58.78	1,198,200	41.41
General merchandise and dry goods stores	1,378,600	9.06	246,800	3.26	127,900	4.42
Variety stores	1,690,900	11.12	483,600	6.38	151,800	5.25
Family clothing stores	1,213,300	7.98	556,000	7.33	238,000	8.22
Women's ready-to-wear stores	1,863,400	12.25	852,200	11.24	707,100	24.44
Hosiery, lingerie and accessories stores	1,534,500	10.09	152,500	2.01	358,400	12.39
Millinery stores	-	-	-	-	5,600	0.19
Furriers - fur shops	26,000	0.17	-	-	-	-
Infants' and children's wear stores	10,500	0.07	-	-	1,600	0.05
Fur trading posts	17,400	0.11	30,800	0.41	8,600	0.30

Table 3. *Estimated Sales of Men's, and Children's Clothing by kinds of Business for Canada and the Economic Divisions, 1941 - (Cont'd.)*

Commodity and Kind of Business	Ontario		Prairie Provinces		British Columbia	
	Amount \$	Per cent	Amount \$	Per cent	Amount \$	Per cent
<u>Girls' and infants' wear</u>	10,000,300	100.00	4,528,200	100.00	1,386,900	100.00
Country general stores	221,400	2.21	521,600	11.54	64,200	4.53
Department stores and mail order houses or offices	5,454,300	54.54	3,152,500	69.62	798,800	57.60
General merchandise and dry goods stores	488,600	4.89	85,200	1.88	50,200	3.62
Variety stores	1,578,100	15.78	339,700	7.50	133,400	9.62
Family clothing stores	682,500	6.83	207,200	4.58	97,100	7.00
Women's ready-to-wear stores	876,900	8.77	47,800	1.06	37,600	2.71
Hosiery lingerie and accessories stores	28,700	0.29	12,400	0.27	-	-
Millinery stores	19,400	0.19	-	-	-	-
Infants' and children's wear stores	623,200	6.23	157,800	3.48	195,600	14.10
Other women's apparel stores	27,200	0.27	3,000	0.07	10,000	0.72
<u>Millinery</u>	6,881,400	100.00	2,244,300	100.00	1,203,100	100.00
Country general stores	44,300	0.64	153,800	6.85	16,100	1.34
Department stores and mail order houses or offices	2,121,100	30.82	869,700	38.75	443,800	36.89
General merchandise and dry goods stores	192,000	2.79	75,700	3.37	22,800	1.89
Variety stores	526,000	7.64	112,300	5.00	36,800	3.06
Family clothing stores	505,600	7.35	170,900	7.62	48,600	4.04
Women's ready-to-wear stores	712,500	10.36	214,300	9.55	180,500	15.00
Hosiery, lingerie and accessories stores	4,800	0.07	-	-	-	-
Millinery stores	2,724,000	39.59	647,600	28.86	454,500	37.78
Furriers - fur shops	45,500	0.66	-	-	-	-
Infants' and children's wear stores	5,600	0.08	-	-	-	-
<u>Hosiery</u>	14,722,700	100.00	6,636,900	100.00	2,964,100	100.00
Country general stores	531,300	3.61	1,043,400	15.72	144,500	4.88
Department stores and mail order houses or offices	5,302,800	36.02	3,242,300	48.85	1,287,000	43.42
General merchandise and dry goods stores	1,169,200	7.94	337,300	5.08	118,800	4.01
Variety stores	3,043,600	20.67	662,100	9.98	271,300	9.15
Family clothing stores	1,263,900	8.58	471,700	7.11	276,800	9.34

Table 5.-Estimated Sales of Women's, Misses' and Children's Clothing by Kinds of Business for Canada
and the Economic Divisions, 1941. - (Concl'd)

Commodity and Kind of Business	Ontario		Prairie Provinces		British Columbia	
	Amount \$	Per cent	Amount \$	Per cent	Amount \$	Per cent
<u>Hosiery - (Concl'd)</u>						
Women's ready-to-wear stores	1,616,800	10.98	684,200	10.31	586,800	19.80
Hosiery, lingerie and accessories stores	1,577,300	10.71	123,700	1.86	240,200	8.10
Millinery stores	-	-	18,400	0.28	-	-
Furriers - fur shops	13,000	0.09	-	-	-	-
Infants' and children's wear stores	8,900	0.06	-	-	4,600	0.15
Other women's apparel stores	21,700	0.15	1,900	0.03	6,700	0.23
Women's shoe stores	2,200	0.02	10,500	0.16	11,900	0.40
Family shoe stores	172,000	1.17	41,400	0.62	15,500	0.52
<u>Furs and fur goods</u>	8,897,000	100.00	3,661,400	100.00	1,636,500	100.00
Department stores and mail order houses or offices						
General merchandise and dry goods stores	1,666,600	18.73	1,310,400	35.79	266,300	16.27
Family clothing stores	87,300	0.98	20,000	0.55	-	-
Women's ready-to-wear stores	758,300	8.53	841,700	22.99	281,700	17.22
Millinery stores	959,100	10.78	177,000	4.83	112,800	6.89
Furriers - fur shops	-	-	-	-	-	-
Other women's apparel stores	5,403,300	60.73	1,307,400	35.71	959,000	58.60
	22,400	0.25	4,900	0.13	16,700	1.02

(1) Includes Yukon and Northwest Territories.

(2) Less than 0.01 per cent.

